April 1934

UEF news

Published by • UNDERWOOD ELLIOTT FISHER COMPANY • New York

Typing Tests Resumed

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All Star

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Western Notes

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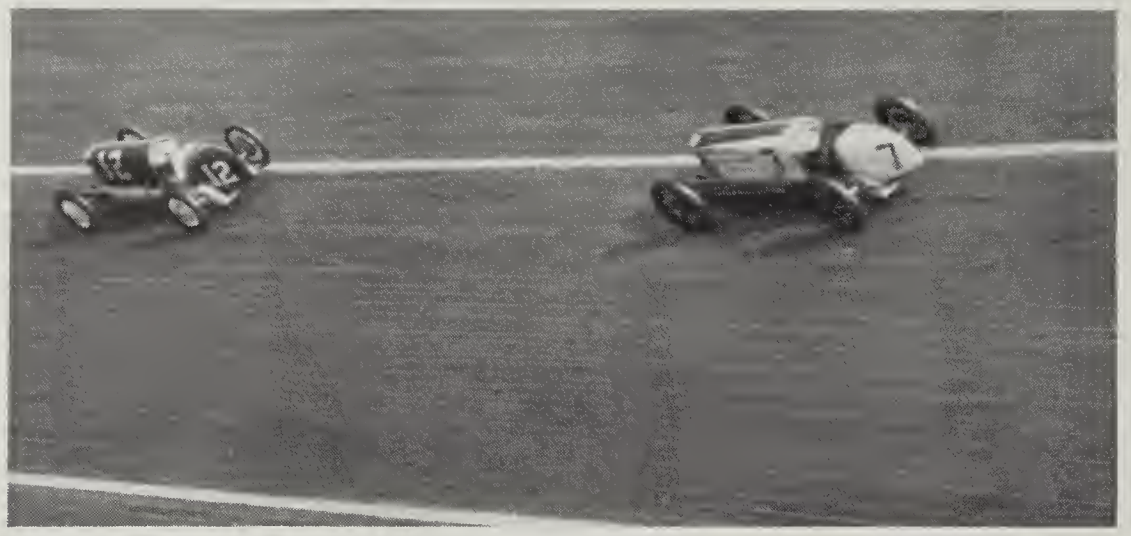
Visit to Hartford



SEZ WE

Lately I have been re-reading Emerson's Essays.

Coming to work on the train each morning, I read several pages from a small volume that fits comfortably in the side-pocket of my coat.

In these morning snatches I am feeling once again the invigorating impact of the strong healthy mind of the Sage of Concord.

When you read the newspapers with their reports of crime, tragedy, violence, political indecency and public dishonesty, you sometimes feel that the world is tawdry and men vile.

But in Emerson you can find a truer deeper picture. He makes you see the harmony and reasonableness of the world; he assures you of the worth of the individual and the dignity of the human spirit.

In discoursing, in his essay on History, on the essential unity underlying every diverse thing, explaining how all nature, all events are discernible in the individual man, he says - "A man is a bundle of relations, a knot of roots, whose flower and fruitage is the world... Insulate and you destroy him. He cannot live without a world. Put Napoleon in an island prison, let his faculties find no men to act on, no Alps to climb, no stake to play for, and he would beat the air, and appear stupid... Columbus needs a planet to shape his course upon. Newton and Laplace need myriads of age and thick-strown celestial areas."

How tonic is this thought of the universe, not as an indifferent complexity of overpowering dimensions, but rather as an arena of merely sufficient size to provide scope for the exercise of man's imagination! How exhilarating to look on problems and difficulties, not as accidental and painful burdens, but as simply the necessary material for man's superior brain to work upon!

S. S.

UEF news

VOL. 1 NO. 10

Stewart Schackne, *Editor*

Family magazine of
The Underwood Elliott Fisher Company
Published monthly at 342 Madison Ave.,
New York, N. Y.

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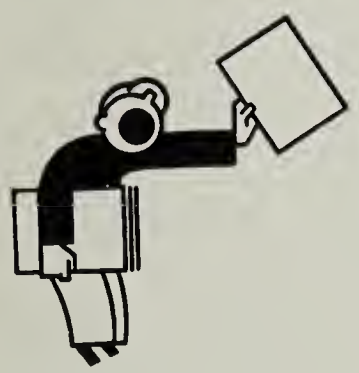
"Spring Bonnet," the cover illustration, is a photographic study by Lazarnick made especially for UEF NEWS.



The Month's Headlines

TYPING TESTS RESUMED

Announcement by School Sales Manager Simmons is hailed as constructive move by educators throughout the country

UNDERWOOD ELLIOTT FISHER has resumed the distribution of expert typewriting tests after an interval of two and one-half years, and the March and April issues of the new tests already have been mailed to teachers of typing throughout the country.

Renewal of this good-will service to schools was announced in a letter addressed to teachers by W. D. M. Simmons, school sales manager, March 5. It has evoked a spontaneous and tremendous expression of commendation and approval. A veritable flood of letters is pouring into the school sales department in the General Office in New York from business college proprietors, school principals and teachers, who realize that the tests are an invaluable instruction aid and who felt the lack of them keenly after they were discontinued.

The following quotations are typical of the reaction to Mr. Simmons' announcement:—

Washington Junior High School, Duluth, Minn., " . . . typewriting instructors did not realize how much these tests meant until they were discontinued. It seems to be the natural makeup of the average human being to go on accepting things without making any expression of approval, but just as quickly as something is taken away, how loudly we can voice our objection."

Beeler Private Schools, Deland, Fla., "We have continued to use the old copies ever since you discontinued, and now they have the appearance of old worn dollar bills and seem to us about as valuable."

Butler Business College, Butler, Pa., "Congratulations. Now we can get some results in typewriting again."

Platt-Gard Business University, St. Joseph, Mo., " . . . purchasing tests from two or three different sources but none were as satisfactory as the old Underwood tests."

That the tests are again being written by J. N. Kimball also has met widespread favor. Mr. Kimball was manager of the International Typewriting Contests, sponsored by the magazine *Office Appliances*, during the twenty-five years these competitions were held. He is known to virtually every person connected with the typewriter industry and every teacher of typing in the United States. Mr. Simmons has described him as "the Mark Twain of commercial education" because of his philosophic humor.

Underwood Elliott Fisher Expert Typewriting Tests again are going into schools in every part of the United States.

Nesmith

Again, quotations from letters well illustrate the reception given this news:—

Deibert's Private School, Philadelphia, N. Y., " . . . have used matter and tests prepared by J. N. Kimball during 40 years' experience. He knows better how to prepare them than any other person in the world."

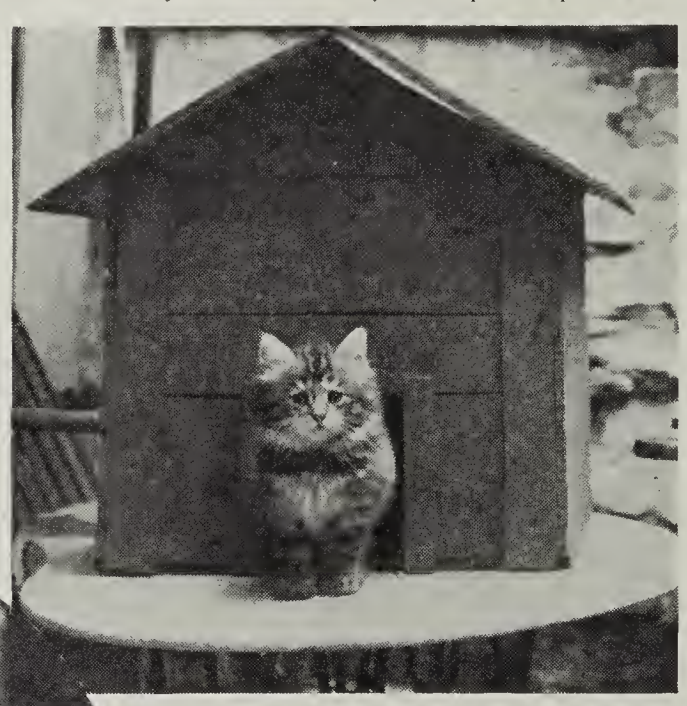
Masonic Home and School, Fort Worth, Tex., " . . . shout of joy as we read they were to be written by Mr. Kimball. We have in our files monthly typing tests for as far back as 1924."

By resuming the expert typing tests Underwood Elliott Fisher continues a service which is almost a tradition with our company. The idea of the monthly tests was conceived by us nearly twenty years ago in response to the need of teachers for original and uniform typing material. The tests, improved several times over a long span of years, are printed on non-glare paper in a manner to insure highest legibility and freedom from strain. They have permitted the introduction of scientific control into the teaching of typewriting and have become standard in this field of instruction.

In The Camera's Eye

As might be guessed from the above picture, the hobby of Johs. Brochmann of Bergen, Norway, is hunting. Mr. Brochmann is chief accountant of the firm of Bergenske Dampskibsselskab, large users of Elliott Fisher machines and Underwood typewriters. He is shown with twenty-eight birds shot in one day's hunting without a dog.

"Good morning!" That is what Buster, the Angora kitten shown below, seems to be saying. Perhaps her somewhat quizzical expression is due to the fact that she is just leaving a dog's house. The photograph was taken by C. Stevenson of the export department.



In case members of the UEF family would like to know what our service manager looks like, he is shown here seated at his desk. Born in Gloucester, Mass., he answered the call of the office equipment business rather than that of the sea. The photograph is by George Bender.

Below, W. I. Carlson, of the Sundstrand service department, and A. G. Kupetz, of the bookkeeping machine service department, were photographed by George Bender in front of St. Paul's churchyard, New York.

Below, the UEF exhibit at the annual meeting of the superintendents' section of the National Education Association in Cleveland. W. D. M. Simmons, Albert Tangora, C. H. Bolton and F. E. Klima were in attendance.

ALL STAR

¶ *Underwood Elliott Fisher organizes a club to honor salesmen selling* 100 *per cent or more of quota.*

A MEANS of according to members of the Underwood Elliott Fisher sales force appropriate recognition for superior achievement has been evolved by executives of the company and has led to establishment of the *Underwood Elliott Fisher All Star Club.*

Plans for organization of the club have just been announced by General Sales Manager Wright. Membership is restricted to the personnel of the UEF sales staff and is based on the attainment by an individual of 100 per cent or more of his annual quota. First memberships will be awarded at the end of the current year.

Admission to the club will not only redound to the honor and dignity of a salesman but will signify that his company has singled him out and extended to him a particular expression of gratitude for excellence of service.

Similar in a sense to medieval orders of knighthood, the All Star Salesmen's Club is a men's association to which entrance cannot be gained by favor or "pull" but only by virtue of conspicuous performance on the field of action. Also, the gold All Star badge, like the golden spurs of chivalry, will signify that the possessor has certain definite responsibilities of leadership—that he is expected to set an example which will be a guide for others.

Aims of the club are set forth in the following preamble to its rules:

"The UEF All Star Salesmen's Club is an exclusive honorary association, and its purpose is to give, by virtue of membership in its organization, recognition to those men whose success and achievements mark them as leaders.

"It furnishes to the members of the Underwood Elliott Fisher field selling force an organization of their own in which the honor of membership is achieved by resultful effort, and through which members are enabled to promote the best interests of the Underwood Elliott Fisher Company aiming to represent the business principles of the Company so worthily that their conduct, their work and results will be a source of inspiration not alone to themselves, but to every member of the organization.

"Its object is to create among the various representatives in the organization and, through them, among the members of the entire field force, a spirit of helpfulness and encouragement that better fits a man to help himself.

"There will be accepted as members of this Club those representatives who, through a thorough knowledge of our products and the ability to apply that knowledge, secure 100 per cent or more of their yearly quota assigned to them by the General Sales Department."

Rules on membership include the following:

"Membership in this Club shall be vested in every Machine Salesman or Exclusive Supply Salesman, who is a direct employee of the company and whose record of sales for the year, as shown by the General Offices' sales record, is 100 per cent or more of his allotted yearly quota. Machine equipment salesmen will compete against machine quotas only.

"In the case of a salesman whose quota has changed during the year, his allotted yearly quota wil be construed as meaning 100 per cent or more of his total monthly quotas during the calendar

"The period of membership in the club shall be the calendar year immediately succeeding that in which the record of 100 per cent or more of quota was made.

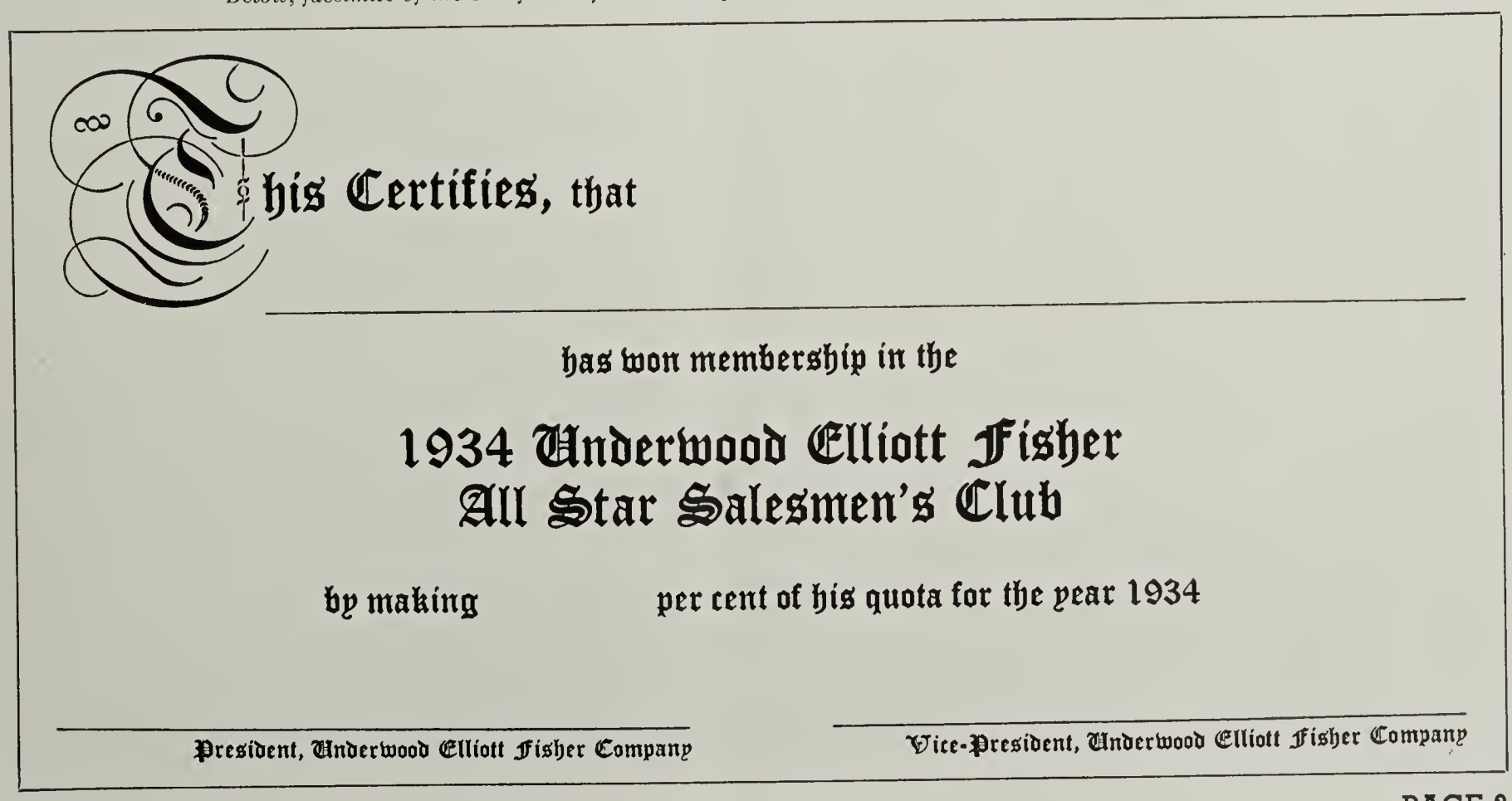
"The insignia of membership shall be the gold All Star pin furnished to the members of the Club by the Underwood Elliott Fisher Company."

Rules governing designation of officers include the following:

"The officers of the All Star Salesmens' Club shal be a President, a Vice-President, a Secretary and a Treasurer, and there shall be six Directors. All officers and directors shall hold office for one year succeeding the year in which their quota standing is established, or until their services with the Company have terminated.

"The President, Vice-President, Secretary, Treasurer and six directors shall be the ten men, in the order named, whose percentages for the year are the highest respectively as shown by the General Office records."

Below, facsimile of the certificate of membership in the All Star Club. Above, the gold member's pin.



This Certifies, that

_____

has won membership in the

1934 Underwood Elliott Fisher
All Star Salesmen's Club

by making _____ per cent of his quota for the year 1934

_____ President, Underwood Elliott Fisher Company

_____ Vice-President, Underwood Elliott Fisher Company

WESTERN NOTES

¶ Part II of our general sales manager's description of his recent business trip.

By F. F. Wright

LEAVING the Southern District at Oklahoma City, I reached Kansas City the next morning and was welcomed to the Western District by R. B. Buswell, district manager.

We passed that day visiting Branch Manager Conklin and his boys and the following day held a very interesting meeting in the Muehlebach Hotel with representatives from Wichita, Joplin, Topeka, St. Joseph, Salina and Springfield attending. The questions asked and the suggestions made were most intelligent and constructive. Dinner and a drive around the city concluded this very pleasant visit.

From this point Mr. Buswell and I began a tour of the Western District branches, and I soon discovered that as a traveling companion the Western District Manager is not much of an improvement on the Southern District Manager, both gentlemen being strong contenders for the world's long distance and sprint snoring championships.

The next morning we were in Omaha to meet Branch Manager James and his organization including Assistant Branch Manager Mielenz, an old acquaintance, and delegations from Sioux City, Lincoln, Sioux Falls and Council Bluffs. Notwithstanding the musical hotel chairs, we enjoyed our meeting and appreciated the close attention and interest shown by the Omaha organization. Our stay was only too short here but we could not extend it since it was necessary to leave in the afternoon for Des Moines.

Arriving in Des Moines that evening, we had a good visit with Branch Manager Bredimus. Owing to a limited time schedule, Mr. Bredimus had arranged to hold the meeting of his branch on Sunday morning. We regretted asking the boys to give up their Sunday but did not want to miss meeting them. I trust they all felt as well repaid by the meeting as I did.

Representatives from Waterloo, Fort Dodge, Ottumwa and Cedar Rapids also attended this session. In connection with the Des Moines visit, I want to compliment Manager Bredimus on having the cleanest and most neatly arranged office it has been my privilege to visit. It was an agreeable experience to walk into a business place of this character and speaks well for our Des Moines organization.

The next stop was in Minneapolis. Many warm memories were brought to my mind by being in that city since I worked there some thirty years ago. Branch Manager Baker was just bringing a sales school for his staff to a close, and we had the pleasure of holding a meeting of about twenty-five men including representatives from Eau Claire, Duluth, St. Paul, Grand Forks, Fargo, Hibbing and LaCrosse. It was interesting to learn that the average period of service of the men present was thirteen years, seven months and fifteen days.

At Minneapolis I had the pleasure of meeting my old friend Dan Crowley, now assistant branch manager, but perhaps better known to old-timers as the dignified gentleman who led some pink goats in a never-to-be-forgotten parade in Harrisburg. It was good to see Dan still "buttin'" around with all his old vim and vigor.

That evening Messrs. Baker, Crowley and LaBatt gave an excellent dinner for us at the Athletic Club. It was not ours to question where they procured some of the meats, nor to suspect whether they were in season. Any doubts that may have entered our minds did not embarrass us in the least. Our appetites were unaffected and we did full justice to the game and to the efforts of our hosts.

I can honestly say Minneapolis has not deteriorated in any way since I turned over the office thirty years ago.

Reaching Milwaukee the following morning, we found Branch Manager Franke and his organization on hand together with Branch Manager Bode and his men. The latter had kindly come down from Green Bay to meet with us. Both of these managers are old acquaintances and I greatly enjoyed the opportunity to talk over old times. We had a fine meeting and men from Oshkosh and Madison were among those present.

The succeeding day gave us a much needed rest at Chicago and enabled Mr. Buswell to catch up on some of his back work. It also gave me an opportunity to see the new Chicago offices. Of them I can only say that the description in the UEF NEWS was not exaggerated and that Branch Manager Snow can have the satisfaction of knowing he heads the finest typewriter office in the United States, in fact, I imagine, in the world.

The day after the Chicago visit found us in St. Louis for a joint meeting with Branch Manager Marschel and his men and Branch Manager Longenecker and his Peorians. This was a good meeting and I am sorry that the time was so limited and that we did not have a better chance to visit and to get acquainted with all the men including the delegations from Jefferson City, Belleville and Springfield.

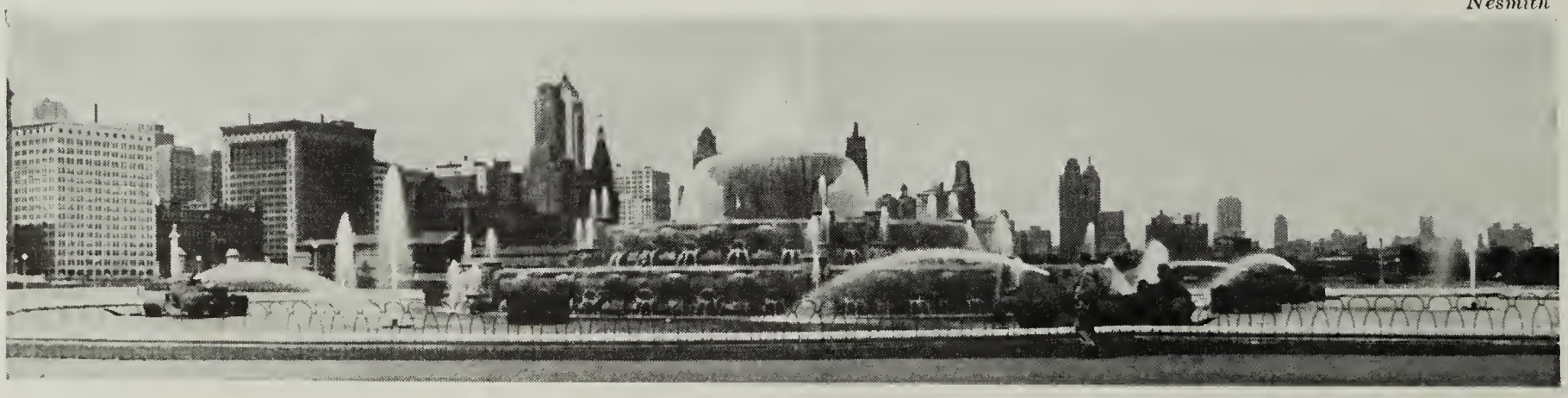
Our last meeting in the district was with Branch Manager Hunt and his organization in Indianapolis. Although this session was last, it was not least in regard to enthusiasm and interest. Representatives from Evansville, Lafayette, Marion, Terre Haute, Muncie and Danville were present. Eighteen men attending this meeting had an average service with the company of over fifteen years each.

Having worked originally in the Indianapolis territory myself many years ago, it was a pleasure to return and find such an excellent organization.

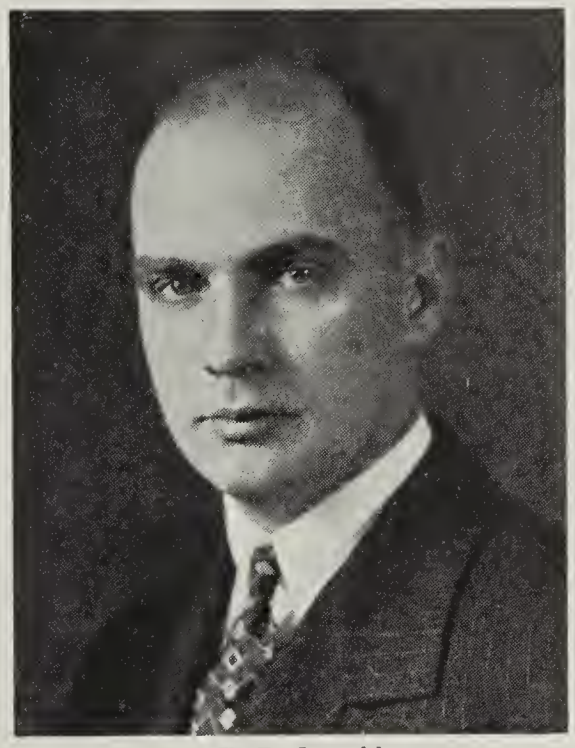
I left the Western District with sincere regret and enjoyed every moment spent with District Manager Buswell and his men. They are all regular fellows, and in return for the many courtesies extended to me I wish each and every one of them 100 per cent of quota and the best of luck.

Chicago's Michigan Boulevard skyline as seen from Grant Park. The Western District Office is in Chicago.

Nesmith



J. L. Hoyt



W. F. Oswald

TWO CHANGES

¶ *Hoyt goes to California and resulting vacancy in executive staff is filled by Oswald.*

TWO important personnel changes were announced last month in the General Offices of the company in New York. J. L. Hoyt, who has been a member of the executive department for the last two years, sailed for California to assume the duties of branch manager at San Diego, and William F. Oswald was selected to fill the post left vacant by the transfer. Mr. Oswald previously was assistant to Sales Manager Crewdson of the typewriter division.

Mr. Hoyt made the trip to the Pacific coast on the *S. S. President Pierce* by way of Cuba and the Panama Canal. He was accompanied by his daughter, Miss Betty Hoyt.

A number of associates from 342 Madison Avenue and friends and well wishers from 63 Vesey Street went aboard the *President Pierce* to bid Mr. and Miss Hoyt bon voyage, and the leave-taking was made a gala occasion. Photographs of the event taken by George Bender of the service department undoubtedly will go into the personal memento collections of many of those persons who were present. Some of these pictures will appear in a later issue of UEF News.

Commenting on the promotions, Mr. Crewdson said that while he rejoices greatly in Mr. Oswald's good fortune, he regrets the loss for many reasons, chief among them being that he himself will now undoubtedly have to go to work.

"While officially 'Ossie' is now among the 'A. W. O. L.' of the sales department," he continued, "we here know, and you boys on the line may be assured, that he will still have your best interests at heart. I know of no individual in our whole sales organization who is more interested in furthering the sales possibilities of Underwood Typewriters than this young man, who through diligent and faithful effort throughout the years has merited this evidence of the confidence and esteem of the company's officers.

"As for Jim Hoyt, he had a very bad case of 'Sun Kiss'. In spite of the very fine work he did while attached to the New York office, we couldn't keep him here. He had to go back to California and so is returning to the 'working class.'

"We shall all miss his smiling countenance and his calm unruffled manner of meeting and surmounting work-a-day difficulties. No matter how tough the obstacles, Jim has a faculty of meeting them with a poise that is to be envied. The only time his temperature rises and he exhibits any sign of excitement is either when he is in a money golf game or is preparing to sail somewhere."

SALESMAN'S DAY

¶ *A declaration of faith in the salesman and in the importance of his mission.*

IN 1928 the financier had his day.

He ruled the world.

Then came the depression.

The calamity howler had *his* day.

His wailing could be heard around the globe.

1933 brought the New Deal and the Blue Eagle.

The professor had his day.

He was to reconstruct the world—rebuild broken business with charts and scientific formulae.

Today the Salesman rules supreme.

He restocks empty shelves.

He reclothes those who have become shabby and worn.

He replaces dilapidated automobiles and threadbare tires.

He builds new homes for those who have lost theirs during the deluge.

When prosperity comes again—as it must and will—the Salesman will be the pioneer who has hastened it.

The *good* salesman knows no defeat.

He is the soldier, in the service of his firm, who knows that *no* business can succeed without selling.

His battle is fierce—he must break down sales-resistance, old-fashioned prejudices, sharp competition.

But there is joy in his fight. He knows that every sale made is a definite step toward progress and recovery.

He is the man who fills pay envelopes.

He feeds the hungry.

He brings happiness back to the miserable.

He restores joy to the discouraged.

He is the missionary of good times.

Let every salesman realize his importance.

Let him bear in mind, when he makes his daily rounds, that on his accomplishments depends the fate of the nation.

Let him get it into his head that he is as necessary to his firm as the highest executive.

Without him the wheels of industry must stop.

Salesmanship is vital in every phase of life.

The baby, by its yelling, sells its mother on its first drink of milk.

No man has yet gotten a wife unless his courtship and proposal were good salesmanship.

The sweetest poem languishes unread unless it is sold to a publisher.

The best music, the greatest drama, must first be sold to a producer.

The dog, man's dearest friend, sells his desires to his master by pleading eye or begging bark.

Nature herself is a salesman—the beauties of the flowers, the verdant green of the trees, the majesty of the mountains and the grandeur of the sea—what wonderful salesmanship!

Every successful man is a good salesman.

Every idea has to be sold—against doubt and resistance.

The first steamboat, the earliest train, the old incandescent lamp, the airship and the radio—the world's greatest inventions, all had to be sold before they could revolutionize our lives.

Let, therefore, no salesman look down on his calling. Let none wish he were in a different vocation.

Of all human endeavors Salesmanship is the greatest.

And, more than ever, the Salesman has his day—NOW!

Copyright, Erich Brandeis, Sales Manager, B. C. Forbes Publishing Co.

A Visit

WE sophisticates of the twentieth century do not believe in magic. Wizards and necromancers no longer inhabit our world. And yet we live surrounded by wonders which make the reputed feats of Merlin the Magician and the Witch of Endor seem little more than theatrical exhibitions.

We begin to have some appreciation of this when we are told that the Underwood Elliott Fisher works at Hartford turns out so complicated and delicately adjusted a machine as a typewriter at the rate of one every forty seconds. Here is something which requires more than mere legerdemain.

An inspection of the factory where this miracle of modern industry is performed would be interesting even for a person having no relationship with our company. For anyone who is in any manner connected with Underwood Elliott Fisher it is doubly so.

Let us take a trip through the Hartford works. And let us begin by walking to the plant from the center of the city.

It is a clear and brisk day in late March and the first faint signs of Spring are visible as we cut through Bushnell Park. Ahead of us and to our left the gilded dome of the Capitol of Connecticut glints in the sunlight.

Passing the Capitol we proceed along a small stream. It is known colloquially as Hog River and flows between red sandstone walls built to protect its banks. We come out of the park and turn right on Capital Avenue into a district where there are many factories bearing famous business names.

Walking on, we soon see above the tops of the buildings a smoke stack of yellow brick standing out sharply against the blue sky. The word UNDERWOOD is worked into the masonry. We are almost at our destination.

A little farther on we come to a short bridge and can see the entire expanse of the UEF factory lying along the bank of the Hog River. We estimate it is a quarter of a mile long—a guess we later discover to be fairly accurate.

Wings extend from the main bulk of the building like blunt teeth of a gigantic saw. The structure is five stories high and its brick walls, stained with the grime of work, are ivy-covered. It has about it an appearance of solidity and permanence and long establishment.

As we are about to enter the building our eye is caught by a tremendous typewriter revolving on a glass-enclosed platform. We do not stop to examine this, however, but go in to keep our appointment with W. C. Goodale, assistant works manager.

Mr. Goodale is dynamic, energetic. When we tell him what we want, he begins immediately to give us statistics about the plant.

"There are twenty-three acres of floor space under one roof here," he says. "If you walked down the main aisles, you would travel four and a half miles, and if you went into the bays around the

to Hartford

More than ability and hard work are necessary for successful selling—the product has to be good. In this first installment of a two-part article, UEF NEWS describes the factory in which Underwood typewriters are endowed with superior quality

machines, that distance would be much greater."

After giving these staggering figures, he calls for H. C. Foulkes, assistant manufacturing superintendent of the Standard division. Mr. Foulkes will be our guide in the part of the plant under his supervision. While we are waiting for him Mr. Goodale tells us that few persons realize what care and "fussiness" are devoted to making Underwood typewriters superior to the average manufactured product. Also while we are waiting, G. W. Campbell, works manager, comes in and we meet him.

When Mr. Foulkes appears, it occurs to us that so many parts, entailing so many different sorts of operations, go into the production of a typewriter that it is difficult to know what we should ask to see first. As it happens, we begin our tour in the hardening department. It is here that parts having working surfaces are toughened and parts requiring resilience are tempered. The room is hot. Now and again it is momentarily lightened by a fierce incandescent glow from an opened furnace.

Our attention is directed to a pyrometer on the wall. With the turning of a switch this instrument will reveal the temperature of any one of a battery of furnaces. Mr. Foulkes turns the switch to the "Number 2" position. A needle moves across a dial, quivers and comes to rest at 1350 degrees Fahrenheit. To us this seems extremely hot, but we are told that from the industrial viewpoint this temperature is not remarkable.

As we leave this department we notice two new furnaces waiting to be installed. Mr. Foulkes explains that here, as in several other departments, new equipment is being put in to keep the plant abreast of latest developments.

Next we go to the plating department where solutions in row after row of plating tanks fill our nostrils with a choking smell like that of ammonia.

Here we decide to select one part arbitrarily and follow it through several operations. The part we choose is a line-space lever.

We watch as it is polished to make it ready for plating. Next we see it electroplated with copper. This, we are told, is not done in all factories. The copper makes no difference in the appearance of the completed article, but it does make a difference in the wearing quality of the layer of nickel which will cover it.

In the next step nickel plate gives the part a dull whitish appearance. Thousands upon thousands of the levers at this point are taken in trays into an adjoining department where scores of workers sit at buffing wheels that are spinning in a blur of speed. Applied deftly to the surface of the buffers, the parts take on a silvery brightness. Then, they are again taken to the plating room and given a final coating of chrome to aid in the rust resisting qualities constantly being studied by the factory engineers.

In the plating room, we notice a device which escaped our attention before. It is a continuous chain arrangement, moving in a horizontal plane some five or six feet above the floor and passing over tanks of various cleaning, washing and plating solutions. Parts suspended from arms attached to the chain are automatically dipped into a succession of baths and come back to their starting point completely copper plated. They are then dipped in an oxidizing solution that produces the "black plating" which may be seen on such parts as key levers.

(*Continued in May*)

On the opposite page, G. W. Campbell, manager of the Hartford works, and the factory as seen from the bridge across Hog River. Below, the factory when it was located in Bayonne, N. J., from a photograph taken in 1897.

Spring Salon

These rare museum pieces are, upper row, left to right, L. A. Weitz, H. J. Method, William J. Bradley, and Dag Bentzen; lower row, left to right, Charles Petersen, E. E. Miller and M. J. Locker.

Weitz

H. ARAKELIAN, INC., operates the Madera Winery at Madera, Calif. It is one of the largest wine making establishments in the world and has warehouses in Los Angeles, Chicago and New York. When this firm was in the market for bookkeeping machinery to take care of accounts receivable and sales distribution, accounts payable with unit expense distribution, payroll distribution and warehouse inventory control, Branch Manager Loyal A. Weitz of Fresno went after the business. So did representatives of every competing make of accounting machine.

As usual, however, the flat writing surface of Elliott Fisher machines, with its inherent flexibility, proved to the prospect that UEF equipment was what was needed to do the job. Mr. Weitz sold the wine firm a model CAX48AE accounting machine and a TX11 writing machine.

Bradley

BRANCH Manager William J. Bradley of Scranton, Pa., was in his office one Friday morning lining up the day's business when he received a telephone call from President Howe of the First National Bank of Lake Ariel, Pa. The banker asked Mr. Bradley to call on him with the latest models of Underwood typewriters.

Lake Ariel is approximately 25 miles from Scranton, but within an hour Mr. Bradley was at the First National Bank with a Noiseless and a model 6/12 with the new key-set decimal tabulator in the rear of his car.

He found that Mr. Howe already had a competitor make of typewriter on demonstration but after showing him the Underwoods he was successful in selling the model 6/12.

Mr. Bradley realized he had not been calling on this customer as often as he would have liked since the town is somewhat out of the way. Therefore, when he thanked Mr. Howe for inviting Underwood in on the deal, he asked the banker just what had made him think of our company in connection with this business. Mr. Howe explained he had about decided to buy the competitor machine when he heard *The Voice of America* program the night before and resolved to look at the new Underwoods.

Here's another sale that must be chalked up to the credit of UEF radio advertising.

Method

H. J. METHOD of the Green Bay, Wis., branch made a single demonstration of a 17 column Underwood Sundstrand bookkeeping machine, sold the machine from the demonstration and had it installed and working in the customer's place of business, all in the same day.

The purchaser was the Premium Finance Co., Stevens Point, Wis., a company which finances installment insurance. Due to an increase in volume of business, the firm was interested in equipment to speed up the posting of credits.

E. A. Bode, branch manager at Green Bay, loaded the 17 column Underwood Sundstrand in his car, met Mr. Method in Stevens Point and aided in the sales presentation.

Within a few hours of the demonstration, the customer's operator was averaging four postings a minute—a speed which clinched the sale.

Locker

MINNEAPOLIS salesmen can call their shots with remarkable accuracy.

At several sales meetings the Minneapolis staff had asked that an Elliott

Here is an April exhibit of modern art—the modern art of selling, that is—in which the latest work of seven old masters is displayed to the public for the first time

Fisher double crossfooter with a 24-inch platen be put in the branch's demonstration room. They declared they could increase their sales if they had this type of machine to show.

An order was placed with the factory and a model CAX438D8D with complete cabinet mountings and seven registers arrived one morning at nine o'clock.

By 11:30 a.m. M. J. Locker had sold the machine to the Inland Coal & Dock Co., and by 3 p.m. it was in operation in the coal company's office.

Bentzen

DETAILS of an interesting sale recently have come out of Norway, where Dag Bentzen is representative for all UEF products.

The sale was that of an Elliott Fisher double crossfooter to the firm of Per Kure Norsk Motor og Dynamofabrik A/S and was made early in February. It was interesting in that more than a decade ago Per Kure bought the first Elliott Fisher machine ever imported into Norway and that now, in 1934, the same organization gave Mr. Bentzen his first order for an Elliott Fisher in the new year.

The first machine that Per Kure bought was a manually operated model which gave so much satisfaction at the time that the firm's recommendations were exceedingly valuable in gaining new customers for our export division.

In reporting this deal Mr. Bentzen took occasion to point out that not a single Elliott Fisher machine has ever been replaced by a competitor product in the whole of Norway. This would seem to be conclusive proof that our merchandise stands supreme and that users can purchase nothing better.

Petersen

WHILE "cold canvassing" for customers, Salesman Charles Petersen of Portland, Ore., uncovered a prospect in Longview, Wash., who wanted a "shift freedom" typewriter and, like so many people in these day of improving business, wanted it delivered for trial immediately.

The machine was to be used for statistical work and stencil cutting. The prospect was very "shift freedom" conscious and particularly insistent on this feature.

Mr. Petersen submitted a model 6-14 Underwood equipped with Elite Gothic type. As soon as he pointed out to the customer that shifting was not necessary in using this machine since either upper or lower case letters could be used, and that other features of the machine made it unsurpassed for statistical work and stencil cutting, the deal was clinched. Furthermore, the customer was so pleased that he voluntarily put Mr. Petersen in touch with several friends who are good prospects for additional typewriter sales.

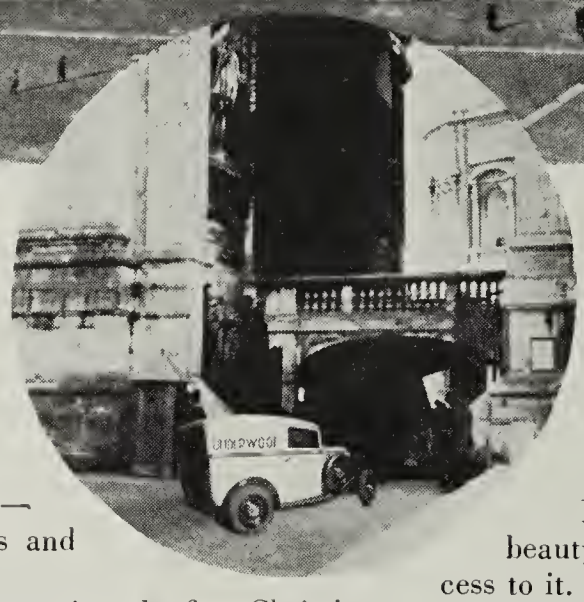
Miller

E. E. MILLER of the Boston office merits a pat on the back for the most interesting piece of business to come from the Massachusetts metropolis this month.

Mr. Miller's achievement consists of having standardized the firm of Jackson & Curtis, a large brokerage concern with branches in several cities throughout the country, on Underwood Noiseless typewriters.

This company had been using Underwoods and a competitor make of machine in about equal number until Mr. Miller showed them the superior features of the UEF product. After deciding to standardize on the Underwood Noiseless their initial order was for twenty-two machines.

The World's Oldest Institution



Above, the Vatican, showing the broad piazza and the colonnade through which entrance to it is gained. Insert, an Underwood delivery car passing through a gate into Vatican City.

Uses the Most Modern Office Equipment . . . A Story of the Vatican—Client of Underwood Elliott Fisher's Branch in Rome

ON a slight eminence on the right bank of the Tiber River in Rome stands a group of imposing buildings surrounded by beautiful gardens and encircled by a wall. The low elevation is Vatican Hill. The buildings comprise Vatican City, the residence of the popes and the heart of the Roman Catholic Church.

As the focal point of a far-flung religion, Vatican City naturally is the scene of unending activity. Administrative and judicial bodies of the church carry on their work here, and a vast amount of both secular and religious affairs are attended to. Further, the Vatican is an independent state, transacting business with national governments and having twenty-seven diplomatic representatives in various countries and thirty ambassadors and diplomats accredited to it.

The Underwood Elliott Fisher office in Rome is particularly proud that this important and efficiently organized community uses our products.

It is interesting that equipment which exemplifies the most up-to-the-minute developments in office machinery should be used by the oldest institution in the world today. For that is what the Vatican is. From the earliest days of Christianity Vatican Hill has been a center from which religious tradition and influence have radiated. According to legend, strongly supported by scholarly research, it was here the Apostle Peter was martyred and interred in 67 A. D. At that period the neighborhood was occupied by a Roman circus—or large open space—and by villas and gardens.

In 324 Constantine, the first Christian emperor of Rome, began the construction of a basilica above St. Peter's tomb. Of this church and the ornaments with which it was enriched over a period of 12 centuries only a few fragments now remain. During its existence, however, it was visited by kings and princes and commoners. Here on Christmas day in the year 800 the doughty Charlemagne was crowned Emperor of the West. Here on Easter of 1027 Emperor Conrad of the Holy Roman Empire, accompanied by King Canute of England, Norway and Denmark and by King Rudolph of Burgundy, was annointed by Pope John XIX in solemn rites.

Several times the basilica was sacked during civil war or invasion. During the Saracen invasion of Rome in 846 it suffered terrific damage.

By the time Nicholas V became pope, the Constantine basilica was falling into ruin. The walls were leaning so badly that it was decided to demolish the structure entirely. This was done, and in 1506 the first stone of a new church was laid.

The work of construction waxed and waned under a number of different architects employed by a succession of popes. Among the architects were such famous artists as Raphael and Michelangelo.

In 1603 the structure was completed by Clement III and was consecrated 23 years later by Urban VIII.

It is a building of majestic beauty. A splendid piazza gives access to it. This piazza is surrounded by two marvelous semi-circular colonnades consisting of 284 columns of Travertine marble, placed in four rows and surmounted by a balustrade on which are 140 statues. At the sides of the piazza are two beautiful fountains.

Although St. Peter's is the center of interest in Vatican City, there are many other superb buildings around it. Nicholas III, who was pope from 1277 to 1280, began a great deal of construction work around the basilica and was the real founder of the Vatican as the papal residence. Prior to his time the popes lived in the Lateran.

The era of building inaugurated by Pope Nicholas produced many palaces, museums and halls of learning, all decorated by the world's greatest painters and sculptors. Gardens were laid out; monumental staircases built; priceless art treasures collected.

Today Vatican City includes, besides St. Peter's and the Vatican palace, a railroad station, a radio station and an astronomical observatory.

In proving that Underwood Elliott Fisher deserved the office equipment business of the Vatican, the UEF branch in Rome experienced temporary checks and many anxious moments since, as might be expected, the importance of the account attracted the keenest competition. At present, however, no fewer than eighteen institutions in Vatican City use our products.

Why Oil Companies Switch *to* Underwood Sundstrand

Part II of this article on the petroleum industry's preference for UEF products deals with California, Texas & New York

WITHIN seventy-five years the oil industry in America has grown from a single well drilled at Titusville, Pa., in 1858 to a point where it now gives direct employment to some 1,250,000 people.

The Titusville well was sixty-nine feet deep, yielded a few barrels of oil daily and represented an investment of less than $2000. Today more than 300,000 wells are flowing at the rate of 2,400,000 barrels a day, and some have been brought in at depths below 6000 feet.

Alternating from year to year with Oklahoma as the chief petroleum producing state of the Union is California.

J. A. Johnson, our branch manager at Los Angeles, says that the Shell Oil Co. was the first of the industry to adopt Sundstrand equipment in his locality. Their first order was placed in May, 1916, and the machine purchased at that time is still in daily use.

The superior performance of the original installation has resulted in virtual standardization on Sundstrands by the Shell Company, and there are now more than seventy of our adding machines in its Los Angeles office alone.

One of the largest users of Underwood Sundstrand products on the Pacific coast is the Richfield Oil Co., with more than 160 machines.

Oil was found in Texas in 1866 near Nacogdoches. Texas was far away from any market, however, and it was two decades before an oil boom began. Today many Texas oil firms are customers of the UEF Houston branch where O. H. Cook is manager.

Some of the largest units in the industry maintain general offices in New York, and here also there is a large preference for Sundstrands. M. H. Paddock, Jr., manager of the New York adding machine division, says hardly a week goes by without bringing an order from one or another of the big oil companies. Only last week three separate orders were received from the Standard Oil Company of New Jersey and the Socony Vacuum Co.

"The chief reasons the oil companies switch to Underwood Sundstrand," Mr. Paddock says, "are the ten-key feature, direct subtraction and multiplication and the fact that work can be done and written proof shown. Durability and freedom from service problems also are factors."

The U. S. S. Arizona, *upper left, is part of Uncle Sam's oil-fueled navy. Above, a familiar detail of the American scene—"fill 'er up." Right, an aerial view of the great Signal Hill oil field in California.*

An interesting feature of the accounting problems of the Texas Oil Co. is cited by Sales Supervisor F. W. Springer of New York as an example of why Sundstrands are so favored by the petroleum firms.

This company, in common with others, does a large retail credit business, which means that many thousands of small charges have to be recorded. Many attempts to simplify this work finally resulted in a method for handling all this detail. Sales slips are saved until the end of the month and are posted to the ledgers in lump sums. Payments and credits are posted during the month so that at the end of the month the accounts are in balance.

It is necessary, however, to give customers a statement and for this purpose model 10140 P Sundstrands are used. The firm merely lists amounts from sales checks in triplicate, one copy going to the customer, one to the bookkeeping department and the third to the credit department. Many thousands of charges are handled in a very short time and statements are got out more promptly and accurately than would be possible by other means.

In an area of several blocks surrounding the famous Kugler Restaurant in Philadelphia sounds of merriment were heard by night when the men of the UEF branch gathered at a dinner celebrating their winning of second prize in a November-December sales contest. General Sales Manager Wright was guest of honor. Salesman Ed Furfey of Trenton directed a musical program which included songs about the persons present. District Manager F. L. Benedict gave prizes to A. C. Tweed of the accounting machine division, W. E. Abbott of the typewriter division and W. W. Walter of the adding machine division.

HOLC BLANKETED

¶ C. H. Prentice reports that every Home Loan office in Massachusetts uses Underwoods.

A CONDITION which exists in the Commonwealth of Massachusetts is a cause of justified pride on the part of C. H. Prentice, branch manager of the Boston typewriter division.

The condition is this—*every office of the Home Owners' Loan Corporation in the Bay State is equipped with Underwood typewriters.*

In making this perfect record known, Mr. Prentice also reported that the Boston branch has just received an order for 96 new Underwoods for offices of the Corporation. The order includes 36 Noiseless models. Delivery points for the machines are Boston, Lawrence, Worcester, Springfield, Fall River, New Bedford and Taunton.

Night Fire Damages Springfield Branch

FIRE of undetermined origin broke out during the night in the service department of the Springfield, Mass., branch and caused considerable loss.

Service department equipment and stock and supplies stored in the basement were damaged. Owners of the building extended every aid to Branch Manager R. E. Ward, however, and with their considerate co-operation it was possible to restore normal service operations within forty-eight hours.

Mr. Ward reports that both the sales and service departments have been completely refinished and "Springfield is again ready to go."

Hannan Of Cleveland Goes On Sales Spree

HATS off to T. E. Hannan, salesman with the Cleveland office. If selling the entire line of products of the UEF typewriter division is praiseworthy, this man deserves a high place on the honor roll for February.

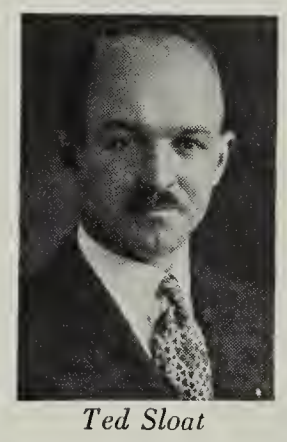
The following list of his sales is all the more exceptional since the high volume was made during the shortest month of the year:—

STANDARD No. 6	
6/10	91 machines
6/11	11 machines
6/12	22 machines
6/14	6 machines
6/18	16 machines
6/26	3 machines
Total	149 machines
NOISELESS	
11″	8 machines
12″	2 machines
Total	10 machines
PORTABLES	
Juniors	45 machines
SUPPLIES	
Carbon paper	210 boxes
Ribbons	312
Rubber pads	1
Rubber key tops	9 sets

SLOAT MOVED

¶ Former assistant at L. A. gets to Denver in a cloud of dust to fill managerial post.

TED SLOAT, former assistant branch manager at Los Angeles, has been transferred to Denver as manager of the consolidated office there.



Ted Sloat

The staff of the Los Angeles branch presented him with an automobile radio which was installed in his car before he started motoring with Mrs. Sloat to his new post.

A description of the motor trip, in a letter written to Branch Manager J. A. Johnson at Los Angeles, indicates that severe weather has not been confined to the East this winter. The new Denver manager wrote, in part:—

"In going from Williams we ran smack into a blizzard that eventually turned into rain. By noon we ran out of the rain and into a sandstorm. The desert just rose up and piled up back of our ears. The wind blew so hard we finally had to turn back eight miles.

"We started out this a.m. at seven bells in a heavy snowstorm. The snow was two to six inches deep and the road was slippery. Finally we ran out of the snow and on to the darndest washboard road. I know now why they gave northern Arizona to the Indians."

When General Sales Manager Wright visited the Kansas City branch, a sales meeting was held in the Muehlebach Hotel under the direction of Mr. Wright and Western District Manager R. B. Buswell. The above picture was taken during the meeting. The men shown are, left to right, seated, H. W. Alexander, E. J. Hilton, E. H. Dagwell, C. R. Hedrick, Mr. Wright, Lester Rensehler, Harry Tennyson, L. R. McCleary and J. W. Glasgow; standing, F. M. Anglim, J. E. Ryder, Eugene Tipton, F. M. Millen, D. E. Conklin, Mr. Buswell, Sterling Berry, N. J. Frederick, T. A. Kinsey, R. C. Eklund, O. L. Fahlenkamp, H. W. Hilding, C. E. Brazeal and W. M. Sherman.

IN AUSTRALIA

¶ Users of Underwoods turn in best performances in state typewriting competitions.

IN the State Typewriting Competitions held at Perth, Western Australia, Underwood operators won first, second and third places in the Open Competition and first, second, third, fourth and fifth places in the Schools Competition, according to information received from Stott & Hoare, Ltd., UEF representatives at Adelaide.

The winners, in order, were as follows: Open Competition — Miss Duncan, Miss Bailey, Miss Michell; Schools Competition—Miss Inkpen, Miss Wittmer, Miss Henderson, Miss King, Miss Bennett.

These competitions are held annually and are open to any resident of the state. The recent contest shows that in the Antipodes, as in the rest of the world, Underworld is always in front.

Fruits Of Victory In Providence

PROVIDENCE branch held a victory banquet in the Parisian room of the Narragansett Hotel to mark the winning of the November-December sales contest with Buffalo. General Sales Manager Wright and District Manager C. L. Minton attended.

J. N. Tyndall, branch manager, was toastmaster and thanked both the sales and service department staffs for their good work. E. D. Belles and E. C. Treacy sang several duets and Mr. Wright gave an interesting address.

Harrisburg Celebrates With Dinner

MEMBERS of the Harrisburg, Pa., branch, which won first prize in the Eastern District sales contest for November and December, had their victory dinner in the Penn Harris Hotel with Eastern District Manager F. L. Benedict as guest and Branch Manager Gohl Bayles as toastmaster.

The winning salesmen and guests of honor were F. E. Wolf, adding machine division; E. M. Shope, accounting machine division, and F. M. Clothier, typewriter division. Each was presented with a hat and a pair of gloves.

EARL R. CRAMPTON

Earl R. Crampton, a member of the Underwood Elliott Fisher family since 1924, died in Allentown, Pa., March 25, after a long illness. He was forty-two years old.

Entering the employ of the company as a salesman in Omaha, Mr. Crampton served in Sioux City and Minneapolis and then came to New York in 1929 as a member of the sales educational division. Two years later he was made assistant branch manager at Philadelphia and a little later manager at Scranton. He had been with the Allentown branch since February, 1933.

HARDEST SALE

¶ Sales agent at Clinton, Iowa, writes of the sale which gave him the most solid satisfaction.

By W. M. Snow

FOR five years our company had enjoyed no representation in a particular school in Iowa inasmuch as the representatives of two competing companies on this account are politicians and were able to put pressure on the school board.

A little while ago when the school was again in the market for typewriters, I thought that if politics were to control the deal, I would have to go into politics myself. Since politics is nothing more than getting your friends to fight for you at the proper time, I enlisted the support of practically every institution I do business with and which uses Underwood equipment.

The results were very gratifying. Every organization solicited turned out without exception and exerted such influence with the school board that all members voted for Underwood without any argument. In fact, I believe if I had not been present at the board meeting, they would have called me up and insisted on buying our product.

In my many years of selling Underwood typewriters I have made deals of much greater importance than this, but I do not recall any that gave me as much pleasure. In addition, the performance of the Underwoods has created such satisfaction that I am sure we will have our share of future business without having to resort to politics.

FAMILY NEWS

After nearly three years' absence, H. H. Burkhart has returned to the Boise service department as foreman.

•

Doug H. Brown, serviceman at Pocatello, Idaho, has been spending the last few weeks making the acquaintance of Thomas Waldo Brown, new son and heir.

•

On the fly-leaf of an old volume of *The Filigree Ball*, Charles P. Gilz of the treasurer's office discovered an Underwood typewriter advertisement. The book was copyrighted in 1903 and Mr. Gilz estimates the advertisement appeared about 1906. It emphasizes "Visible Writing."

•

Ray C. Smith, service man at Seattle, is the proud father of a baby daughter, said by the NEWS correspondent to be an unusually beautiful child.

•

Floyd Reynolds of the service department at Joplin, Mo., was married to Miss Marie Burch of that city.

•

Assistant sales manager Fred D. Lehn of the accounting machine division spoke at a dinner held by the Harrisburg, Pa., chapter of the National Association of Cost Accountants at Indian Echo Cave, Wummelstown, Pa.

•

The San Francisco branch has appointed F. T. Wurzmann as sales agent at Monterey, Calif. George W. Bello is Mr. Wurzmann's associate.

•

The branch office at Rockford, Ill., has announced the addition of two new employees to its staff. They are L. H. Earle, typewriter representative, and D. L. Ziegler, Jr., salesman with the typewriter division.

•

A new typewriter salesman at Scranton, Pa., is Patrick Tedesco, who has won many typewriting speed contests and who is reported to be a real "live wire."

•

Arthur J. De Santo sold an adding machine and a portable typewriter the third day after joining the Scranton, Pa., branch.

•

Roy Thomas and Walter King have joined the service department of the San Francisco office.

This interesting picture is from a photograph taken in the Place de la Concorde in Paris by C. Stevenson of the export department. The building at the right is the Ministry of Marine, fired in the recent Paris riots. In the background is the Madeleine Church, well known to visitors to the French capital. Incidentally, publication of this picture is the opening move in a friendly competition between Mr. Stevenson and R. C. Hofer of the Basel, Switzerland, office to establish which of them has taken the better picture of a fountain. Mr. Hofer's entry will appear next month. The contest is open to other amateur photographers. Pictures are limited to fountains and must be taken by the person submitting them to UEF NEWS.

R. H. Cummings, formerly serviceman with the Rockford, Ill., branch, has been made an accounting machine salesman there.

•

The former Miss Helen LaPointe and Verne Mair, accounting machine service man at Rockford, Ill., recently were married. Mr. Mair's fellow workers held a bachelor party for him.

•

Salesman T. A. McCourry, of Anniston, Ala., has been cited by the war department to receive a silver star medal for gallantry in action in the World War. The official citation, of which Mr. McCourry has just been informed, says—"When his section leader had been wounded, Corporal McCourry took command of the section and advanced through a heavy barrage of enemy artillery and machine gun fire. After reaching the objective he cared for and dressed many severely wounded." The action occurred July 26, 1918, at La Croix Rouge Ferme.

IN THE DARK

¶ *Aged man devises unusual procedure for teaching himself the touch system, and, at eighty-four, uses a typewriter.*

According to a *United Press* item, El Henderson of Lake Mills, Iowa, decided fourteen years ago that he would like to learn to operate a typewriter. Although he then had reached the mellow age of seventy, he did not let this deter him.

It occurred to Mr. Henderson that if one began using a typewriter in the dark, he would, very obviously, have to use the touch system to achieve any degree of success. So he sat in the dark and started pounding the keys. His rather original method of self-instruction succeeded, and he is still typing today as town historian, he finds this ability highly useful.

"It comes in mighty handy," he is reported as saying. "When a man gets to be eighty-four, his hand is none too steady for holding a pen or pencil."

Mr. Henderson is town historian of Lake Mills.

CLICKINGS

When the president of Woodbury College, the largest business school on the Pacific coast, had a survey made covering cost of upkeep and number of service calls over a three year period on all typewriters owned by the college, and discovered that the upkeep cost of Underwoods was lowest of all, Salesman John C. Abell of the Los Angeles office closed a deal for almost half a hundred Underwoods, trading out competitor machines.

•

On the front of an extremely attractive four-page instruction pamphlet for Underwood Portables, addressed particularly to young people, A. Lorant of the Berlin, Germany, office used a reproduction of Santa Claus's stenographer as she was pictured on the cover of the December UEF NEWS.

•

W. H. Estment, sales agent at Richmond, Calif., obtained an order from the El Cerrito Kennel Club (dog racetrack to you) for three Underwood typewriters in the face of keen competition, and with it a cashier's check for full payment. He maintains it is the first time he has ever played the doggies and not lost.

•

Good selling and equally good collecting ability were displayed by Don O. Bassett of the San Francisco office when he brought in an order for an Underwood Bookkeeping machine costing almost $1000. Although delivery on the machine was not promised until 30 days, he turned in his order with a check for payment in full attached.

•

Salesman George J. Longueville sold two Elliott Fisher double cross-footer machines to Roos Brothers, San Francisco department store. The automatic features of these UEF products speeded up work to such an extent that the two machines will handle the volume which formerly required three competitor models.

•

Commerce, publication of the Portland, Ore., Chamber of Commerce, recently printed an article concerning the story on Bonneville Dam which appeared in the February issue of UEF NEWS.

•

The sole surviving competitor machine in the stock records department of the Cadillac Motor Car Co., was "heading for the last round-up" when L. T. Turner of the Detroit office got on the job. In the face of the usual competition he sold a Sundstrand which results in all the stock records work in this factory being done on UEF products.

•

I. B. Altmann of the Detroit office has received an order for twenty-three model 6-10 Underwoods for the Ann Arbor, Mich., High School.

•

A UEF magazine advertisement appealed to the president of a Louisville lumber firm as so logical and convincing that he sent in an order for model 48200E Sundstrand with check in full attached.

No. 9526

¶ *A Georgian attorney writes a letter to R. B. Vance in praise of an Underwood oldster.*

When Branch Manager R. B. Vance of Atlanta heard that the law firm of Venable & Jennings in his city had an Underwood typewriter which they claimed to be the oldest in Georgia, he instituted inquiries that elicited the following letter from W. Al Jennings, firm partner:

"We take time out to praise Underwood No. 9526 which we have used daily for the past three years in our offices. Prior to that time it was used by me in graded schools until 1916 and in high school until 1920.

"Since 1920 it was used daily by me in college and in traveling the southern states. It has been in constant use in our family circles since acquiring it in a 'used' condition in 1905.

"I do not know the history of this machine prior to 1905 but do know that it is in its original condition, still giving us satisfactory service, and has never been rebuilt except that we had an 'h' placed in it to replace the old one."

"We take great pride in this 'ole friend' with its eight-inch carriage and carly parts."

A check-up on the serial number of this sturdy old machine reveals it was manufactured and shipped in January, 1902.

Despite the age of the typewriter, Mr. Jennings' letter, written on it, is clear and clean, and Mr. Jennings told Mr. Vance that he plans to continue using it for many years to come.

What more convincing evidence could be found of the quality which makes such durability possible?

The roofs of Manhattan show white in this photograph taken from the observation platform of the Empire State Building after a snow storm. The tallest skyscraper in the area of the picture is the spired Chrysler Building. Many other well known structures of midtown New York are visible. The home of the Underwood Elliott Fisher offices at 342 Madison Avenue is between the two tall towers in the lower left corner. In the background are East River and Welfare Island.

New York World-Telegram

SEZ YOU

Diedrich • Miller • Parsons • Ward

HE who will cash a $5 check from UEF NEWS this month—F. C. Diedrich, Washington salesman,—may well be proud of being a Sez You *prize winner since the competition in this department is getting tougher monthly. In fact, it has become impossible to print all the contributions received. This should not, however, deter would-be correspondents. The odds of winning five smackers are still good.*—The Editor.

To the Victor

Since the dawn of time men have fought to obtain the things they most desire. Sometimes it is a woman; again, wealth or power; perhaps an ideal.

But none of these things was the desired object that led two of Uncle Sam's young minions to settle their differences recently on the field of honor.

A gaping hole in a wall bears mute testimony to the intensity of their struggle in an office of one of the New Deal agencies. It was a good fight while it lasted—that is, until one of the contestants received a right to the jaw which sent him crashing against the wall to fall amidst a shower of plaster.

To the victor belong the spoils, and in this case the conqueror now enjoys complete and undisputed possession of the only Sundstrand in the office.

F. C. Diedrich.

Salesman
Washington, D. C.

In Memoriam

I had no sooner set foot inside the office than I knew something dreadful had happened. Misfortune had undoubtedly occurred, judging from the saddened expression on every face.

Naturally it did not take me long to learn the news which had been such a shock to everyone. The sales manager of the accounting machine division had died the night before of a heart attack in Grand Central station. The Underwood Elliott Fisher Company had lost one of its finest men—a man so deeply human that he won the hearts of all who knew him.

He was an unusual and interesting person. Although he possessed the "human" quality to such a marked degree, yet his voice and manner were sometimes so gruff that they made a poor index indeed to the character within.

The outer mask was a camouflage used to conceal the real emotions.

It is difficult to realize he will never again put his head in at the door of his lifelong friend to make some uncomplimentary remark in that droll way of his or to relate some week-end golfing experience.

Associated with the human element in his nature was that quality which makes for true friendship—namely, Sincerity. If he disliked persons he did not try to have them think otherwise, nor was he unjust or unkind in his attitude toward them. He simply didn't waste time jesting with people he didn't like. Those who appealed to him, however, could not have asked for truer friendship.

It is not surprising that the absence of such a personality will be greatly felt.

Theresa Miller.

General Office
New York.

Salesmen Rolled Out

That Sunday was not the usual Sunday for the Des Moines branch. Salesmen rolled out of bed at an hour that wind nor flood could not have inspired.

Cause? The first visit here of General Sales Manager Wright accompanied by Western Division Manager Buswell.

Effect? Unanimous approval and respect for Mr. Wright and renewed enthusiasm for Underwood Elliott Fisher.

Mr. Wright outlined the UEF sales program and related many incidents pertaining to UEF activity. This was followed by a round table discussion in which every man had the opportunity to put the "Boss" on the carpet. The direct and understanding way that all questions were answered made every salesman feel Mr. Wright was backing him to the limit and that he really understands the problems of the salesman.

After the meeting Branch Manager Bredimus, together with Mr. Wright and Mr. Buswell, treated the gang to refreshments and were hosts at a dinner in the Hotel Savery. After dinner Mr. Wright gave us an exhibition of fine memory by wishing every man good bye by his correct name and wishing him luck in his respective division.

H. K. Parsons.

Associate Editor
Des Moines, Iowa.

Letter in Rhyme

SEZ YOU in this letter must be SEZ US, being plural—not to start a fuss.

The Nashville branch is very glad for two visitors that we've had. Both Mr. Wright and Mr. Sourbier within recent weeks have been here. We certainly enjoyed the Sales Manager's sojourn, he told us lots we were glad to learn.

The Assistant Comptroller enlightened us much on Collections, General Office Routine and such. We thank them lots for their words when here; they inspired us with Pep, Confidence and Cheer. Come back again, don't wait so long; we liked you lots and our "like" is strong.

We'd like to meet others of the General Office crew, so come on down to Dixie, we'll say "Welcome to You."

Only a few words but sincere, believe me—not SEZ YOU this time but from us, SEZ WE.

D. L. Ward.

Salesman
Nashville, Tenn.

Associate Editors

Atlantic District
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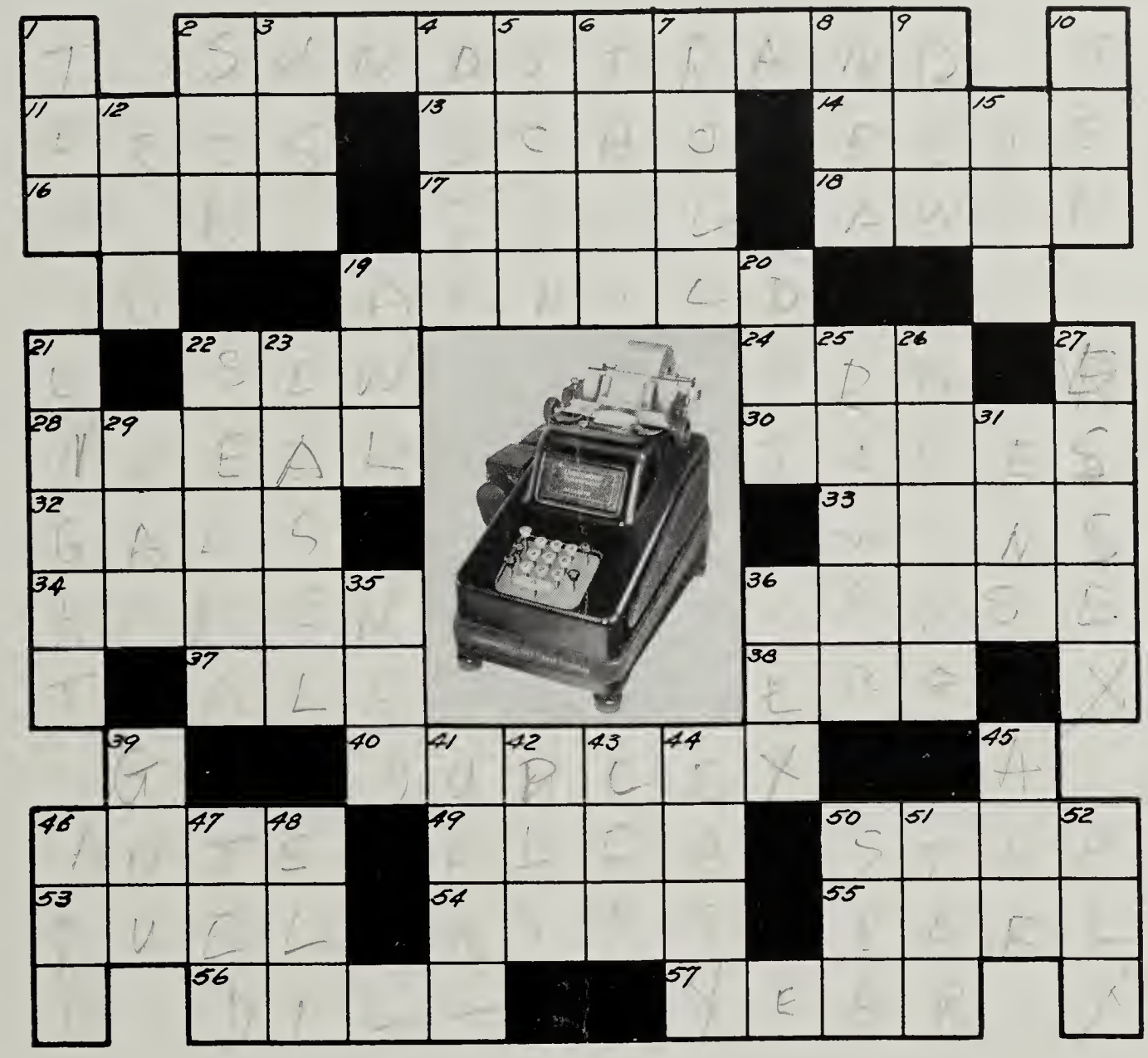
Crossword Puzzle

Here is a brain-teaser which will not only provide entertainment but will test your knowledge of Underwood Elliott Fisher products and personnel

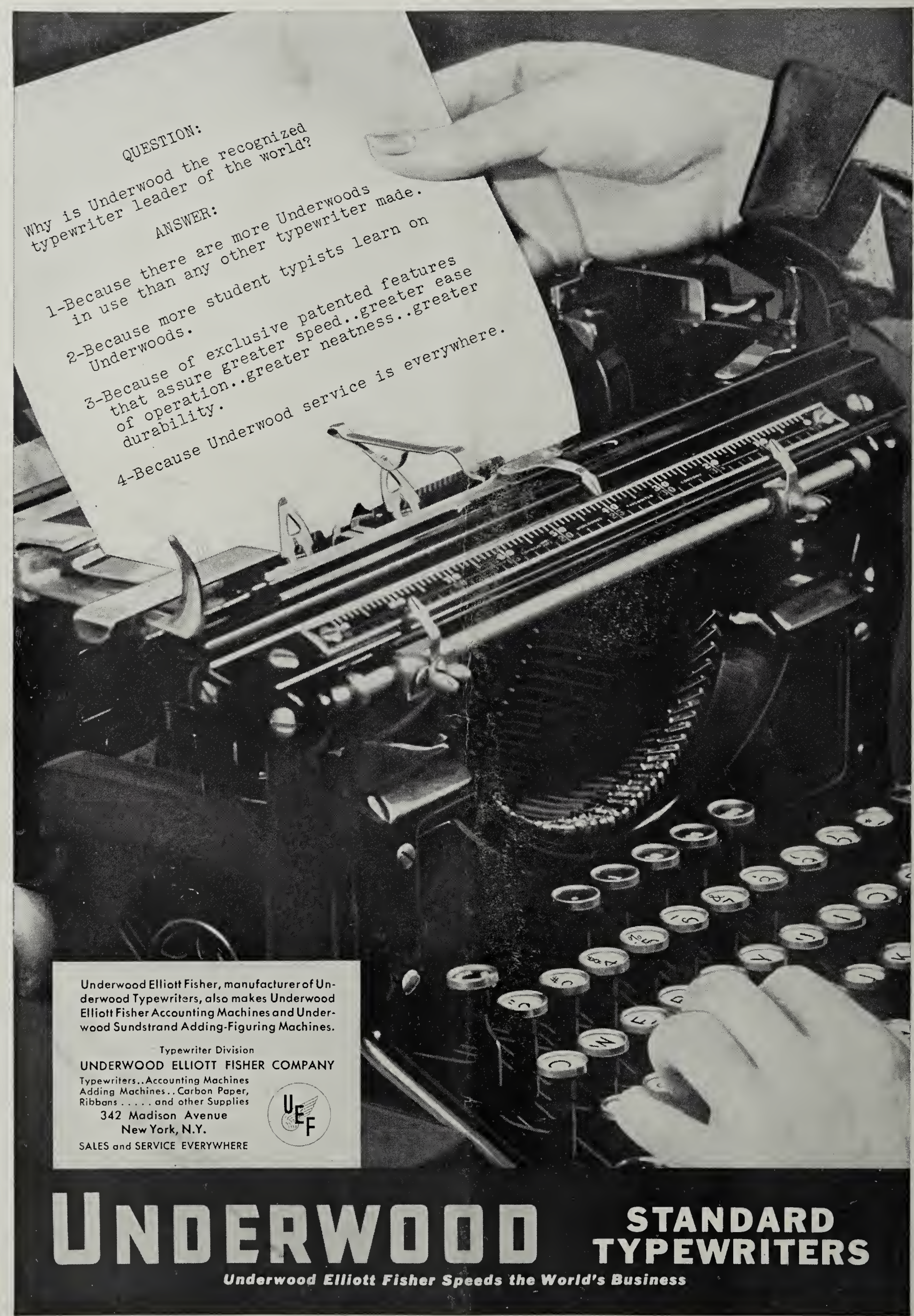


ACROSS

2. Pictured product.
11. God of love.
13. Always has last word.
14. Plexus.
16. What product is better than pictured one?
17. A weight of Eastern Asia.
18. Not straight or true.
19. Sales manager for product.
22. Fasten by stitches.
24. Anglo-Saxon coin.
28. One-word description of product.
30. It prints on—(Plural.)
32. Men like — —. (Slang.)
33. In competition it—
34. God of marriage.
36. Purchasers of the product display—
37. Nut-brown and has a head.
38. Unit of work.
40. Model 10240-E-7.
46. Feed the kitty.
49. South American ostrich.
50. Pace.
53. Combat between two persons.
54. Isles.
55. Title of nobility.
56. Herb used in pickling.
57. 1933—or even 1934.

DOWN

1. and 10. Outstanding feature of this product is that it is a — — machine.
2. Male child.
3. Utilize.
4. K. K. Rives is manager of what branch office? (Contraction.)
5. Scrutinize.
6. Pertaining to gods. (Prefix.)
7. Good to have in the pocket.
8. Hatched the blue eagle.
9. Particularly desirable when it comes from mountains.
12. Pilfer.
15. If you don't succeed—
19. Pointed instrument for piercing holes.
20. Speck.
21. Number of columns of pictured model.
22. First name of associate editor of UEF NEWS at San Francisco.
23. Frame for a painter's canvas.
25. More like bath-tub gin.
26. Imitating.
27. Queen Elizabeth's boy friend.
29. Not night.
31. Printers' measures.
35. Man's name.
36. It.
39. Crossword puzzle quadruped.
41. Russian mountains.
42. Greek letter.
43. Permit.
44. Not burdensome.
45. Personal pronoun.
46. What these machines do.
47. First name former editor of UEF NEWS.
48. Judge of Israel.
50. Lots of water.
51. Goes with feathers.
52. Urge importunately.


QUESTION:
Why is Underwood the recognized typewriter leader of the world?
ANSWER:
1-Because there are more Underwoods in use than any other typewriter made.
2-Because more student typists learn on Underwoods.
3-Because of exclusive patented features that assure greater speed..greater ease of operation..greater neatness..greater durability.
4-Because Underwood service is everywhere.
Underwood Elliott Fisher, manufacturer of Underwood Typewriters, also makes Underwood Elliott Fisher Accounting Machines and Underwood Sundstrand Adding-Figuring Machines.
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